

RETAIL

Nordstrom announces veteran retirements, new appointments

April 4, 2022



Ken Worzel (left) and Jamie Nordstrom (right). Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. retail group Nordstrom has announced several team retirements in conjunction with new role appointments that will better unify its full-line and off-price department stores.

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Those retiring include Scott Meden, chief marketing officer, and Geevy S.K. Thomas, president of Nordstrom Rack. Ken Worzel and Jamie Nordstrom will be filling the newly created roles of chief customer officer and chief stores officer, respectively.

"This new leadership structure is reflective of a natural evolution that comes directly from our focus to serve customers better across all channels and banner," said Erik Nordstrom, CEO of **Nordstrom**, in a statement. "It also leverages the experience of two very talented leaders, Ken Worzel and Jamie Nordstrom."

Honoring past, looking forward

Mr. Meden boasted a 37-year career at Nordstrom, driving growth and value in several roles including general merchandising manager of shoes, president of Nordstrom Rack and most recently, chief marketing officer.

Mr. Thomas also made great strides in his 39-year career, including overseeing the growth of Nordstrom Rack's sales from \$1.4 billion to \$4.8 billion.

"Scott has been a selfless leader who always put our customers and our people at the center of everything we do," said Pete Nordstrom, president and chief brand officer of Nordstrom, in a statement. "Geevy has been a dynamic force and helped create the close-knit culture for which Nordstrom is known.

"Few leaders have made such a meaningful impact on so many distinct aspects of our business," he said. "We're a better company because of their leadership and are grateful for their many years of outstanding service."



Mr. Worzel will oversee the company's digital platforms, including the Nordy Club loyalty program. Image credit: Nordstrom

The appointments of Mr. Worzel and Mr. Jamie Nordstrom are parallel with the company's centralizing of customer strategy, with the roles better aligning operational oversight.

In his role as chief customer officer, Mr. Worzel will be responsible for the company's customer strategy across all touchpoints and will oversee the company's digital platforms, including ecommerce, digital operations, marketing, credit and the Nordy Club loyalty program.

As chief stores officer, Mr. Jamie Nordstrom will oversee operations strategy and execution for Nordstrom Rack as an expansion of his current responsibility as president of Nordstrom stores.

Nordstrom believes the new roles will contribute to delivering consumers a more convenient and interconnected experience across its stores and digital platforms.

Last month, Nordstrom reported that it finished 2021 within the company's fiscal expectations, reporting net earnings of \$200 million for the quarter ended January 29, 2022.

Net sales increased 23 percent compared to the same period in 2020 and decreased only 1 percent compared to the same period in 2019. Full-year revenue for the fiscal year 2021, including retail sales and credit card revenues, also increased 38 percent compared to 2020 ([see story](#)).

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